

## HIGHWAY EXPRESS ROUTE IS FEASIBLE

Remarkable 100 Mile Truck  
Line Between Portland and  
Salem Established.

In the seventies Capt. Hugh B. Scott began the operation of a light draft steamer on the Willamette River, between Portland and Salem. This was very much a business venture in those days and few people believed the line would succeed. But it did.

The steamboat line was a success for a time, but the Southern Pacific Railroad furnished speedier transportation between these two points which almost wholly replaced the slower steamboats some years later.

However, short haul lines are not available to the railroads, and the fifty-five miles between Portland and Salem is in this short haul class. It is a fact that motor trucks are demonstrating their value.

Such a motor truck line, the Highway Rapid Transit, has been in operation several months, and strange to say E. B. Scott, the son of Capt. H. B. Scott, is the man who first put on a fleet of trucks, just as his father first turned to the steamboats.

Federals are in use, two of three and one-half tons and a two-tonner, the heavy trucks making a round trip every twenty-four hours, during the day and night service. The two-tonner makes the round trip only on rush days, being used mostly on pickup and delivery work at Portland. The company contemplates putting on one tonners at each end for pick up work and using the two-tonner on regular schedule.

The freight rate ranges from 30 cents to 40 cents per 100 pounds. The line has no much business that five tons have been carried every trip. The main difficulty just now is some twenty miles of rather rough and muddy roads that mean slow going and muddy wheels. This stretch lengthens the time to about nine hours for the fifty-five mile trip on way. However, considering the fact that the line is in better condition than the line between Portland and Salem, the service is very good.

When the character of the country through which the line passes is understood, the value of the service is even more apparent. The entire route over the Pacific Highway is well settled, most of the land being fertile agricultural land. From these farms milk, butter, eggs, poultry, veal, hogs and vegetables are sent to market. The night trucks bring in most of the farm products, arriving at the best time to market such produce and bringing it in better condition. The line has increased the production of farm produce by furnishing better marketing facilities. It enables the farmer to dispose of small lots of produce, milk or eggs which otherwise would never reach the market. This increases the farmer's output and profits and because of added supply will tend to reduce prices to consumers. The line also cuts out middlemen, as the farmer can send direct to the market. This is indeed a practical application of the principles of the rural motor express as advocated by the Highway Transportation Committee.

The line passes through three counties, with stops at Portland and Fulten in Multnomah county; Clackamas, Oregon City, New Era, Canby and Aurora in Clackamas county; Hubbard, Woodburn, Gervais, Brooks, Chemawa and Salem in Marion county and

many intermediate points as well as farms. Two other important advantages of truck lines such as this is store door delivery and "better than express" service. The first means no delay in receiving the shipment, as it will be delivered at door rather than relayed from train to depot, time taken to check lists and extra time for delivery. The "better than express" service means that the merchant can carry less stock, reducing his investment and increasing the turnover. The merchant can order by phone one day and get his goods the next morning, as it will be sent by night truck. All produce secured by these merchants can also be disposed of quickly and direct to the market.

The flexible, speedy motor truck line with these advantages is giving new life to the small towns, villages and farming communities. Times have changed since Capt. Scott first ventured to operate a steamboat line on the Willamette. Since the war the world has speeded up production, which makes essential rapid, dependable transportation.

The motor truck has reached that stage which makes it a dependable medium for the development of the resources of farm, forest, mine and ranch, providing rapid transportation of raw material and supplies to and from the outlying districts.

## ARTISTIC FEATURES NOW. Many Buyers Are Interested in Car's Beauty.

"The great similarity of appearance which prevails among high priced motor cars will disappear during the next four years and there will eventually be a great rivalry for distinctive lines," says M. Glesner, general sales manager of the L. W. Mulford Company, Inc.

"The next step in the evolution of the motor car is artistic," says M. Glesner. "The engineering and mechanical development necessarily came first and appearance was secondary. Now that the engineering features have been pretty thoroughly worked out, standardized rivalry between manufacturers must inevitably take the form of producing more artistic, more eye pleasing cars."

The latest Apperson Jack Rabbit is an example. "We aimed to give the Apperson lines which would be both graceful and pleasing and yet so individual that the Apperson could not be mistaken for any other car."

"Of course the difficulties under which the industry is laboring since the war has delayed the progress along artistic lines. The decreased production and increased costs compel manufacturers to hold some of their plans and ideas in abeyance. But as soon as those conditions pass you will see the rivalry for distinctive appearance become general."

"Another factor that will enter into it is the determination of American automobile makers to capture the foreign market. There is no question that the people of Europe and of South America place greater value upon the artistic than we are accustomed to and that between two cars of equal mechanical excellence the foreigner will choose the one that has the greater appeal to his eye. It must not be forgotten that for a long time the sale of American cars abroad will be confined more closely to the wealthy than is the case in this country."

"In designing the latest Apperson Jack Rabbit the makers believe that they have contributed quite a little impetus to the movement for better looking cars. If we had any doubts that car buyers really appreciated beauty, the demand for the new model would have disposed of them."

## Fine New Building of Warren-Nash Corp.



The Warren-Nash Motor Corporation, wholesale distributors of Nash passenger cars and trucks and Nash quads, because of a phenomenal growth since October 1, 1917, when it was organized by Charles E. Warren, has had to take an entire building at 18 and 20 West Sixty-third street to properly display its line and to adequately meet administrative and service requirements. The new headquarters are in a three story and basement building half a block east of Broadway. The ground floor is used for the handling of cars for delivery, the second floor takes care of the stock room and car storage and the third floor is given up to the offices and a large exhibition room where six types of passenger cars and five types of trucks are on display.

The former headquarters were at 123 West Sixty-fourth street, where the company opened for business in 1917 with Mr. Warren and one employee in charge. It was a decidedly unusual venture to take over only the wholesale business for a large territory and establish strong local dealer connections in the big selling centers. When Mr. Warren left the New York management of the General Motors Truck Company to work with the Nash interests under such an arrangement there were many of his friends who said it couldn't be done. The recent big move to much larger headquarters, which the growth of the business has made necessary, is the answer to those who were doubtful about the success of the project. Although Mr. Warren had to contend with war time conditions in getting his organization under way, he went ahead and established some of the strongest dealer connections possible in the East. His original territory included New York State as far north as Lake George and as far west as Utica, western Connecticut and northern New Jersey. At the end of the first year he took over the entire eastern half of New York

State, absorbing the territory of the other distributors in central and western New York and northern Pennsylvania. He rearranged the territory and established the Nash Buffalo Corporation in Buffalo with S. F. Swain, who has been one of his associates for five years, in charge. Although Mr. Warren controls the Buffalo organization, it is run entirely separate from the New York company. Nash products have been in demand right along, and it was necessary for the Warren-Nash Motor Corporation recently to stop adding to its dealer force because it was not possible to get all the cars required by the dealers already in the organization. Since the armistice was signed orders from dealers have been doubled and tripled.

Charles W. Nash, president of the Nash Motors Company, visited the new headquarters a few days ago and met and talked to nearly a hundred dealers and salesmen who operate in this territory under Mr. Warren's direction. The next day he talked to as many more in the Buffalo headquarters. It was quite a different scene from the one on October 1, 1917, when Mr. Warren with his assistant opened for business and telephoned to the first dealer prospect.

A Little Square of Canvas.

Few car owners realize what a convenient accessory is a little square of canvas, about eighteen inches over all. It saves the knees of the trousers when you have to kneel to get at some inaccessible part. It keeps the jack from slipping on snow or ice. It keeps the inner tube out of the dust when this part is being inserted by the roadside. It will serve to strain gasoline through. It will keep tools from rattling. It will protect the hand in handling hot parts and finally it will make an emergency inside blowout patch. And what it takes up practically no room in the tool box.

## AMERICAN SIX CORP. INCREASES CAPITAL

Important Announcement  
Made at Big Banquet Held  
in This City.

Prominent parts makers, dealers and just friends of the organization attended a banquet of the American Motors Corporation at Rensselaer's last week to celebrate the opening of the new American "Six" branch in this city, and the acquiring of \$500,000 new capital by the corporation.

It was a rousing "get together" affair. Dealers were present from points as far away as Ohio, South Carolina and Texas.

Announcement was made of the election of P. W. Hanzel as vice-president and treasurer of the corporation. Mr. Hanzel was a prime mover in the organization of the American Motors Corporation two years ago, and has been closely identified with the upbuilding of its business, which now is swinging along most satisfactorily. The new money which has just been put into the corporation enables the factory at Plainfield, N. J., to increase its production schedule and proceed at the rate of 150 cars in May, 200 in June and 250 per month thereafter.

Among the speakers at the banquet were: P. W. Hanzel of the American Motors Corporation; R. D. Mock, controller Hydraulic Pressed Steel Company, Cleveland; the Hon. William Newcomb, First Assistant Attorney-General of the State of New Jersey; Laurence P. Rife, production manager, American Motors Corporation; George Allison Brower, president Penn American Motor Car Company, Philadelphia; M. E. Jackson, manager Manhattan American Motor Car Company of New York, and Robert Burner, president American Motors Corporation.

Automobile conditions generally were discussed and the plans and prospects of the corporation outlined. With the establishment of its branch here the American Motors Corporation is launching a selling campaign of unusual interest.

The nearness of the factory makes the whole proposition virtually a New York industry, with unusual possibilities of service to all American "Six" owners. The American "Six" was designed by Louis Chevrolet, the noted race driver, and is very popular in the Philadelphia section.

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## VINTON JOINS NEW COMPANY.

Well Known Indianapolis Automobile Man Comes East.

A. E. Vinton, well known in the automobile industry through his connection with the National Motor Car and Vehicle Company of Indianapolis, has come East as sales manager of the New Jersey Car Spring and Rubber Company, Jersey City.

Mr. Vinton is a native of the Hoosier State, his first business experience being in the mechanical rubber business with a large jobber of mill supplies in Indianapolis. After four years he went with the G. & J. Tire Co., now a part of the U. S. Rubber Co. During his eight years in the tire business his experience was varied. From a traveling representative he was advanced to branch manager of their Cleveland branch; then to the management of the New York branch, and during his last two years with the G. & J. company was assistant sales manager at the Indianapolis factory.

During those earlier years Mr. Vinton gained wide experience in the fields of both mechanical rubber goods and in the marketing of automobile tires, so that in his new position he returns to a line with which he is thoroughly familiar. In the past nine years he has gotten somewhat away from the rubber industry, as he was associated with the National Motor Car & Vehicle Corporation. His work with them was in sales promotion and advertising, with a large part of his time devoted to the development of export business. He has a host of friends among the export firms in and around New York city with whom he expects to keep in close touch in his new field of endeavor.

## TITAN TRUCK'S GREAT WORK.

Does 2,000 Miles in Six Hard Months.

"When the average individual sees a motor truck in steady day and night service he hardly realizes that the en-

gine in that truck turns over as often in a single month as does the average passenger car engine in a year," says J. E. McFadden, manager of the commercial car department of the Kaufmann-Stowers Company. "Take, for instance, the six ton Titan truck in the service of George E. Smith Steel Casting Company. This truck in six months has covered about 2,400 miles, yet at no time laid up more than one hour for adjustment. This truck is geared 11 to 1. Every mile, then, the truck motor is travelling three times as many revolutions as the motor car, so that instead of only 3,000 miles per month the truck motor has run 6,000 touring car miles per month, which is considered a fine yearly average for the passenger car. This fact brings home the reason why the truck motor must be built differently than the motor for passenger cars. The crank shaft must be much heavier, bearings larger, cooling system more efficient and lubrication more positive, more efficient—in other words, lubrication must be of the force feed method, which keeps the oil rushing to the main bearings, connecting rod bearing and wrist pins under forty pounds pressure at all times while the motor is running."

The Kaufmann-Stowers Company has

placed a number of Titan installations in and around New York. This truck is specially adapted for heavy duty work.

**Pounding.**  
If a pound in the engine is regular and continuous it is likely to be from lost motion in the bearings. If it is irregular and occasional it is more likely to be due to preignition caused by incandescent carbon or from imperfect electrical connections. If the pounding is accompanied by occasional missing, especially if the missing is more frequent when the car is running than when the engine is idling, it is more apt to be due to imperfect electrical connections.

**Don't Forget the Tires.**  
This is the time of year when the driver needs to be reminded not to delay even one day in planning small casing cuts and vulcanizing larger ones. The ever present water must be kept away from the fabric. Also do not let the tire heads get rusty on the rims. Winter, whether it be "hard" or "soft," is twice as hard on casings as summer, unless they are kept in perfect condition all the time.

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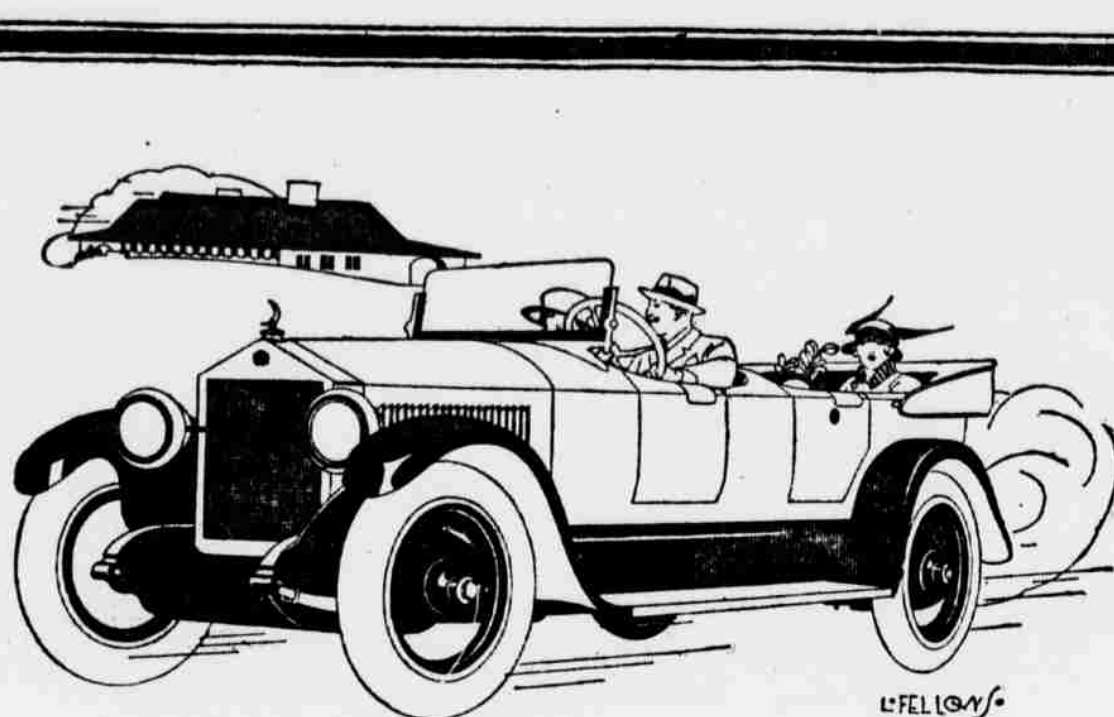
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Absolutely a new post-war car of highest engineering skill. The Moon Victory Model is a remarkable performer and an example of the very latest and finest designing. A continuous and notable experience of 18 years has made possible this wonderful car. It is built by a factory tremendously enlarged as the result of enormous high-speed war work. This makes prompt delivery possible and gives you an opportunity to have a car of advanced design and exceptional merit right now.

## THOROUGHbred QUALITY

**Motor**—Continental Red Seal; six cylinders 34x44 inches, cast in bloc; 46 h. p.; enclosed valves; lubrication pump and constant level splash.

**Radiator**—Feddars, honeycomb, Nickel Silver, with water pump circulation.

**Starter and Ignition**—Delco System; two-unit; Bendix drive.

**Carburetor**—Rayfield.

**Clutch**—Dry plate disc, adjustable.

**Transmission**—Unit construction with motor and clutch, selective sliding gear; three speeds forward and reverse.

**Steering Gear**—Gemmer, worm and gear; 18-inch steering wheel with corrugated rim.

**Front Axle**—Timken I-beam, drop forged, special heat treated.

**Rear Axle**—Timken pressed steel, spiral gears.

**Propeller Shaft**—Tubular, with two Spicer universal joints.

**Springs**—Front, semi-elliptic, 39 inches. Rear, semi-elliptic, 54 inches.

**Brakes**—Internal and external, 14-inch drums.

**Frame**—Pressed steel, especially designed for Hotchkiss drive; with deep strangle in front to enable short turning radius. Rear tire carrier integral with frame.

**Wheelbase**—118 inches.

**Battery**—Standard Exide, six volts.

**Tires**—4-inch demountable rims. Rugged tread tires on rear wheels.

**Upholstery**—Genuine tan Spanish leather; plaited type.

**Windshield**—Two-piece, both halves ventilating.

**Top**—One-man, California style top of "Never-Leak" material. Beveled plate glass lights. Curtains carried in pockets of top.

**Equipment**—Tool kit; jack; tire pump; trouble light; ammeter; lighting and ignition switches with patented lock; robe straps; storm curtains that open with doors; motor driven horn.

**Body**—Beautifully designed with high radiator, full bevel, straight line. Instrument panels, front and rear, solid walnut; wide doors with concealed hinges; comfortable driver's position with spacious leg room; clear running boards with deep one-piece crown fenders.

PRICE, \$1,685, F. O. B., FACTORY, ST. LOUIS, U. S. A.

# MOON

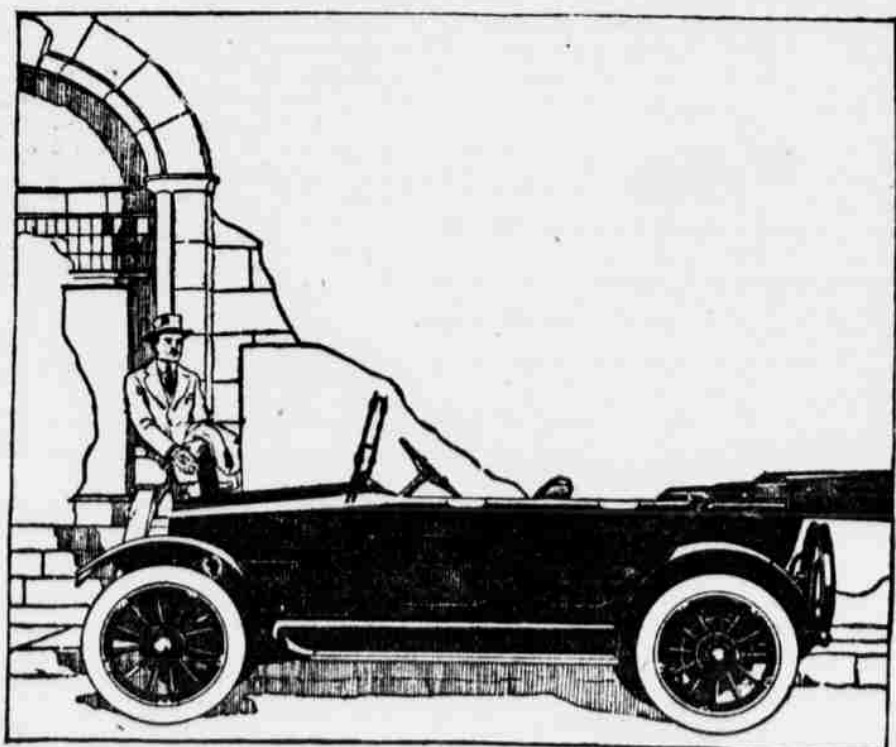
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